



Education Track Faculty Position in Marketing and Artificial Intelligence

Location: HEC Paris, Jouy-en-Josas, France

Start Date: September 2027 or sooner

Level: Open Rank (Assistant, Associate, or Full Professor)

Disciplinary Focus: Open (see details below)

HEC Paris invites applications for a full-time Education Track Faculty (ETF) position within [Hi!PARIS Cluster 2030](#), part of France's national Cluster AI initiative. This appointment will strengthen the school's leadership at the intersection of artificial intelligence and marketing across research, teaching, and executive education. We place particular emphasis on generating societal impact through close collaboration with partner institutions.

We invite applications from candidates with a strong background in marketing and solid technical literacy in artificial intelligence, broadly defined (e.g., machine learning, generative AI, agentic AI, embodied AI, algorithmic decision-making, human-machine interaction, automation, and ethical AI). Candidates should show an interest in the applications and implications of these technologies for marketing, business, and society.

We are particularly interested in profiles who explore how AI is reshaping markets, firms, and consumer experiences, and who advance our understanding of the opportunities, risks, and societal implications of intelligent technologies. Candidates should demonstrate the ability to connect technical developments in AI with meaningful questions in marketing and business.

The successful candidate will:

- Develop and deliver high-impact courses on AI across the HEC Paris program portfolio (Bachelor, Master's, MBAs, Executive Education).
- Contribute to strategic initiatives in the context of Hi!PARIS and ClusterAI, engaging with partner institutions.
- Advance cross-disciplinary conversations on AI by collaborating with colleagues across departments and institutes.
- Conduct rigorous and impactful research at the intersection of Marketing and AI.
- Play an active role in program development, coordination, and the intellectual life of HEC.

CANDIDATE PROFILE

Minimum qualifications

- Ph.D. in relevant field

- Record of outstanding teaching at the university level
- Potential for high-quality research in respected peer-reviewed journals (e.g., FT50)
- Academic leadership experience (e.g., program direction, course coordination)
- Familiarity with innovative teaching methods, including digital tools

Preferred qualifications

- Record of high-quality research in respected peer-reviewed journals
- Evidence of (or potential for) impactful publications beyond academia (books, blogs, policy reports)
- Demonstrated excellence in MBA, EMBA, and Executive Education teaching
- Relevant professional experience bridging theory and practice
- The ability to teach in French would be considered an asset

ABOUT HEC PARIS

HEC Paris is consistently ranked among the top business schools in Europe and globally. We offer a dynamic and international research environment, a broad portfolio of programs (including bachelors, MiM, MSc, MBA, EMBA, and PhD), and a vibrant ecosystem of partnerships with industry, startups, and policy institutions. We are located just outside Paris, on a beautiful 300-acre campus that hosts a diverse and intellectually engaged community.

APPLICATION INSTRUCTIONS

Please submit:

- Cover letter
- Curriculum vitae
- Teaching dossier (evaluations, statement of teaching and service, etc.)
- Sample publications or working papers
- Contact information for three academic references

Apply by June 30th 2026 for full consideration by sending your full application file to marketingdep.recruitment.etf@hec.fr. Applications will be reviewed on a rolling basis until the position is filled.

For inquiries, please contact the chair of the search committee (Peter Mathias Fischer; fischer@hec.fr) or the marketing department coordinator (Peter Ebbes; ebbes@hec.fr)